

SEVENTH FRAMEWORK PROGRAMME (FP7)



**CARGOMAP**  
**AIR CARGO TECHNOLOGY ROAD MAP**

**Project number: 284551**

Dissemination and Exploitation Plan

<b>Document reference</b>					
<i>Work Package</i>	<i>Classification</i>	<i>Nature</i>	<i>Partner</i>	<i>Date</i>	<i>Issue</i>
WP4	PU	R	SLOT	21/12/2012	V1.0

<b>Document control</b>			
<i>Responsible</i>	<i>Organisation</i>	<i>Name</i>	<i>Date</i>
Author	SLOT	Balázs Kerülő, Noémi Král	30/07/2012
Partners involved	ADC	Ad de Graaff	20/12/2012
Reviewer	SLOT	Andrej Kocsis	21/12/2012
Approver	SLOT	Roland Gurály	03/01/2013

<b>Document change log</b>			
<i>Issue</i>	<i>Date</i>	<i>Author</i>	<i>Comments</i>
V0.1	30/07/2012	Balázs Kerülő/ Noémi Král	Creation of the document
V0.2	10/12/2012	Noémi Král	Completement of document
V0.2A	20/12/2012	Ad de Graaff	Editing and comments
V1.0	21/12/2012	Noémi Král	Finalization of the document

## Table of Contents

<b>EXECUTIVE SUMMARY</b> .....	<b>4</b>
<b>1 INTRODUCTION</b> .....	<b>5</b>
<b>2 DISSEMINATION PLAN</b> .....	<b>6</b>
2.1 DISSEMINATION POLICY AND ACTIONS .....	6
2.1.1 Documents.....	6
2.1.1.1 Project logo.....	6
2.1.1.2 Project brochure .....	6
2.1.2 Websites.....	6
2.1.2.1 Internal project website.....	6
2.1.2.2 Public website .....	6
2.1.2.3 Member Area of the website .....	7
2.2 PUBLIC REPORTS .....	8
2.3 PUBLICATIONS ON THE EU WEBSITES.....	9
2.4 CONFERENCES AND JOURNALS.....	9
2.5 WORKSHOPS .....	10
2.5.1 First workshop (M6).....	10
2.5.2 Second workshop (M12).....	10
2.5.3 Finalworkshop (M24) .....	10
2.6 EXPERT GROUP AND USER CLUB .....	10
2.7 DISSEMINATION ACTION PLAN .....	11
<b>3 EXPLOITATION PLAN</b> .....	<b>13</b>
3.1 INTRODUCTION .....	13
3.2 EXPLOITATION OF PROJECT RESULTS.....	13
3.3 EXPLOITATION OF RESULTS BY PROJECT PARTNERS .....	13
3.4 MANAGEMENT OF INTELLECTUAL PROPERTY .....	14

## List of Figures

FIGURE 1: PROJECT LOGO .....	6
FIGURE 2: INVOLVEMENT OF EXTERNAL ADVISORS AND EXPERTS TO THE PROJECT .....	10

## Executive summary

The aim of the document is to introduce a Dissemination and Exploitation Plan which will be followed by the Consortium.

The goal of a Dissemination plan is to identify and organise the activities to be performed during the project duration in order to facilitate the dissemination of the project's findings. To fulfil this goal the following activities will be performed:

- identification of the possible beneficiaries of the project's results,
- provision of the involvement of the above mentioned beneficiaries during the project,
- clarification the methods of dissemination and exploitation of project results.

The aim of the Exploitation plan is to outline the paths of exploitation. This includes:

- reflection to possibilities of further research and exploitation of the project findings once the project is finished.
- supervision of the Intellectual Property Rights (for example: publication, logos, animations, etc.) to avoid future misunderstanding.

The first chapter of the document briefly introduces the project.

The second part contains the description of the dissemination activities to be performed by the consortium. It includes dissemination policy, the events where the project will be presented and an action plan.

The third part contains the introduction of exploitation activities within the project and also the exploitable knowledge gained by the project partners.

## 1 Introduction

Novel concepts in aviation need a long time to mature. So it is appropriate to publish a technology roadmap aimed at developing future technologies specifically related to novel air cargo aircraft.

CargoMap will make recommendations to the need for the European Commission of allocating research funding to the air cargo market aircraft technologies. Although future business models and IT processes are the most important issues in seamless air cargo tomorrow, the focus of the project will mainly concern future aircraft technologies. However the team is aware of all kinds of novel IT developments in the sector like the smart gate concept.

The roadmap will show which specific enabling technologies will be needed and at what time. From that recommendations will be made on appropriate actions by the Commission.

The dissemination of results is a very important part of the CargoMap project. In line with the dissemination plan, several actions will be undertaken to inform the Commission, ACARE, other ETP's and bodies as well as the stakeholder community about the results of the project.

Especially with respect to the inter/ co-modal aspects contacts with the other ETP's in close cooperation with ACARE will be established, as air cargo will become an integrated part of seamless intermodal flows in the future. Such contacts are needed especially if new concepts of air cargo will be developed that have repercussions for business models, cargo infrastructures and other modes of transport.

## 2 Dissemination Plan

### 2.1 Dissemination policy and actions

The dissemination activities are focused the production and dispatch of dissemination materials (brochures, website, newsletters etc.) in a timely manner. The content is tailored to the needs of the air cargo stakeholders in terms of the level of detail available, enabling them to access information or make contact with project partners to find out more.

The success of the exploitation is strongly linked to development of dissemination materials, as these will help in emphasising the project identity and presence. The dissemination policy is based on a number of actions to disseminate the results of the project.

#### 2.1.1 Documents

##### 2.1.1.1 Project logo

The project logo was provided at M1 by Slot Consulting, before the project Kick-Off Meeting in Budapest, Hungary. The logo of the project is given in the Figure 1: Project logo.



Figure 1: Project logo

##### 2.1.1.2 Project brochure

Two brochures were prepared to introduce the project for the members of the Expert Group and User Club of the project in M1 by Slot Consulting. The document was sent to the Expert Group members and to the invited persons to the User Club.

#### 2.1.2 Websites

##### 2.1.2.1 Internal project website

There is an INTRANET site coupled to the website. The purpose of the internal website is to enable consortium partners to store their documents and provide or obtain information on the progress and outcome of the neighbouring work packages. As the work packages are closely related, research activities of the work packages are highly depending on the results of previous work packages, so it is vital for the positive outcome of the project to provide the consortium partners to share information among themselves. The most comprehensive web technology will be used to provide sufficient interaction and automated notification on changes of the documents.

In special cases when the live interaction is needed between the consortium partners a telephone conference is organised using internet technology.

##### 2.1.2.2 Public website

Slot Consulting set up a website at M3. The domain name is [www.cargomap.eu](http://www.cargomap.eu).

The goal of the website is to raise the awareness of the CARGOMAP project in order to make it successful, acceptable, and understandable. The target groups for the website include the general public, and the stakeholders of air transportation.

The public part of the website will contain the following sections:

According to the above discussed issues, the menu of the CARGOMAP website is structured such as follows:

- Home
- News & Events
- Project
  - Overview
  - Consortium
  - Collaboration
- Dissemination
  - Policy briefs
  - Reports
  - Downloads
- Contact
- Member area

There is a section that contains links to the "News" section providing insight to the latest ones in form of the first 10-15 words of introduction.

A temporary section will be introduced here to announce the upcoming workshops. Once the location and time of the workshops are decided this section will be activated providing link to the separated page that will contain detailed information about the workshop and the on-line registration form.

The information on the workshop will contain details of the topic of the workshop, local transport and accommodation information.

The project section will explain the project idea in details (still in the way that is consumable for the wide public) and the benefits that could be achieved by the project. This section should also provide explanation of the dependencies between the work packages and the structure of the project work.

The consortium section provides information on the consortium partners. The partners are listed in submenu and have a separate page to introduce the main activities of their organisation.

The News section contains information on the events that will be organised by the project or events on which the project will be represented.

Any publication or media appearance of the consortium members related to research done in the frame of the project will be published or at least mentioned in this section providing links or information leading to the original material.

The Contacts section will provide contact details of the project.

### ***2.1.2.3 Member Area of the website***

The member area is created to provide more detailed information on project progress to the project members and the User Group. This section of the website is not public and is frequently updated.

This section has the following pages which are reflected in the menu too:

- User Group
- Progress
- Workshops
- Downloads
- Contact list
- Log out

The design and overall look of the section is consistent with the public section.

The home page contains information on the summary of the whole project formulated in a way that is suitable for the wide public to understand the project idea and the benefits that project intend to achieve.

The member area will have limited access. Login details will be provided to the consortium members and the User Club members.

The Member area will have the following sections:

- Downloadable documents
- Workshop presentations
- Contact details
- Forum
- Publications

The document section will contain research related documents that are important for the User Club members to formulate their opinion and question related to the project activities. The documents will be compiled by the task and work package leaders.

The workshop presentations section will contain all the presentations delivered during the workshops by the consortium members and will provide a reminder for the User Club members to formulate their opinion and to provide their contribution to the project work.

Contact details section will contain contact details of the consortium members and User Group members to enable seamless communication.

The Forum section will provide a possibility for the consortium members to initiate communication on various topics related to the project's research activities involving into conversation the User Club members too. New topics can be initiated by the consortium members and User Club members and automated notifications will be sent to the Forum members on different predefined actions.

The Publications section will contain all publications of the consortium members no matter where or when it was published. This will enable the consortium members and User Club members to have a good overview of the research and its achievements.

## **2.2 Public reports**

Whilst the website will address mainly the interested public specific reports that are marked public will be made available to experts within the aviation community, both in the air transport industry, the cargo industry as well as the research community. In CARGOMAP, several public reports are planned to be delivered as follows:

- Technology roadmap
- Recommendation for the EU



- Web-portal
- Dissemination and Exploitation Plan
- Final set of deliverables presented at the website
- Web-portal updates and project newsletters

### 2.3 Publications on the EU Websites

Slot will monitor and organise the dissemination activities.

All project related publications to be made by the consortium partners should be coordinated prior with the Dissemination Manager with an aim to provide sufficient support from the project. Such publications will be announced on the project website and the text or footage will be also made available if possible.

Slot will ensure that appropriate information on the project will be available to the Commission for publication on the EU web-portals.

### 2.4 Conferences and journals

The objective of presenting results achieved at various conferences and journals is to increase the awareness level of CARGOMAP and also to get feedback from the relevant bodies, including e.g. EC, aviation experts, or academic researchers. Inputs, comments received would be critical to update reports if needed, and further improve the ongoing and future tasks during the project lifetime. Dissemination at conferences is therefore an attractive and powerful tool to reach the targeted awareness level, and collect feedbacks.

Among the list of potential conferences, the most attractive conferences will be chosen. The participation is depending on the available budget. Partners will decide on the most appropriate conferences to attend.

Amongst others the CargoMap project will be presented at the following:

- Air.Baltic.Cargo workshop: Wasaw, Poland, 8th November 2011
- ATOS Conference, Delft, The netherland, summer of 2013 (exact date in not available)
- 2013 ATRS World Conference, Bergamo, Italy, June 26-29, 2013
- IATA Symposium, March 12 - March 14, 2013, Doha, Qatar (not funded by the Cargomap project)

Another important dissemination effort will be dedicated to the publication of results in relevant journals and newsletters in the field. At this preliminary stage of the project, it is expected, that such dissemination activities will take place at the followings:

- Journals
  - Air Cargo World
  - Air Cargo News
  - Internationales Verkehrswesen
  - ITJ – International Transport Journal
- Newsletters
  - <http://www.airtransportnews.aero/>, [newsletter@airtransportnews.aero](mailto:newsletter@airtransportnews.aero)
  - <http://www.transportnet.org/>, [transportnet@ua.ac.be](mailto:transportnet@ua.ac.be)

The conference and journal lists above will be continuously updated, to further guarantee that the nature of CARGOMAP is in line with the list of relevant projects.

## 2.5 Workshops

### 2.5.1 First workshop (M6)

The first workshop was organized in Cologne, Germany at 7-8th March 2012. The aim of the workshop is to introduce the project to the expert community and to collect their opinion regarding the future development needs.

It was a closed meeting, only the Expert Group members were invited beside the Consortium partners.

### 2.5.2 Second workshop (M12)

The second workshop was organized in Delft, the Neherlands at 26-27th September 2012. The goal of the workshop was to present the first results of the project regarding the analysis of the current situation and to receive feedback on the future possible business models.

It was a closed meeting, only the Expert Group members were invited beside the Consortium partners.

### 2.5.3 Finalworkshop (M24)

The Final meeting is planned to be held in Brussels at the end of the project. The main goal of the workshop will be to present the RoadMap to the EC, the invited experts (both Expert Group and User Club) and to the interested public.

It will be an open meeting for all the interested stakeholders.

## 2.6 Expert Group and User Club

The following figure shows how the external advisors and experts will be involved to the project.

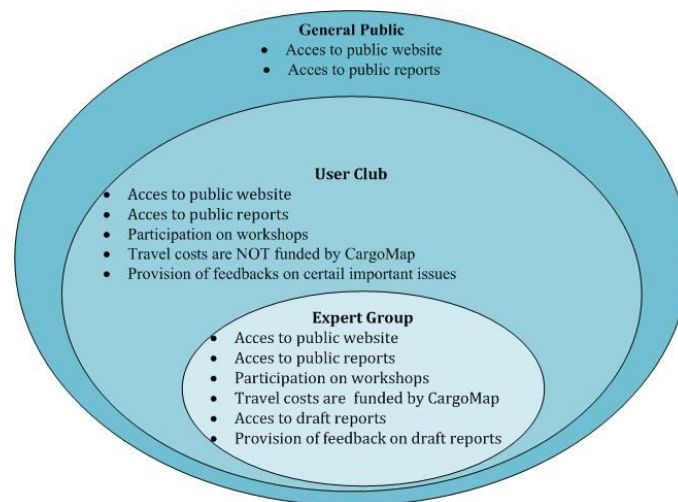


Figure 2: Involvement of external advisors and experts to the project

The **Expert Group** is composed of experts from some of the key air cargo market representatives. They guide the relevant work especially in WP1 - Analysis of current situation and expected future bottlenecks - challenges and WP2 - The business models for future air cargo. Rather than relying on ad hoc voluntary contributions, the expert group is part of the project.

In all cases the members' travel cost was reimbursed by the project. After the official launch of the project an agreement was made with the identified experts to assist in reaching the

project objectives by participating at workshops, being available for interviews and comments on draft documents. Before the workshops the Expert Group members were informed about the project progress and about the results. They were able to prepare for the meeting and give their comments and advices regarding the technical, industrial or strategic issues.

The **User Club** is composed from of different end users (cargo handlers, cargo airline, cargo aircraft manufacturer) airport. They also have the possibility to participate at the project workshops. When it is considered necessary they are also asked to give their feedback on certain important issues. Their opinion helps to identify and to validate the bottlenecks, future challenges, and give suggestions concerning possible solutions to such problems and challenges.

The **General Public** has access to the public materials of the project through the CargoMap project website; the general public, in principle, should be interested in the development of the cargo market.

## 2.7 Dissemination Action Plan

The current action plan here below aims to summaries all major dissemination actions in CARGOMAP within the project timeframe.

Month	Dissemination activity (including deliverables, conferences, workshops, journals, etc.)
October 2011	Project logo and brochures
November 2011	Participation on Air.Baltic.Cargo.Net workshop
December 2011	D4.1 - Web-portal
January 2012	Launch of the project website
February 2012	Creation of the Expert Group and User Club
March 2012	1st CargoMap workshop
April 2012	
May 2012	
June 2012	
July 2012	Send out of questionnaires (WP2)
August 2012	D1.1 -Final Report on requirements for improvements and solutions on WP1
September 2012	2nd CargoMap workshop
October 2012	
November 2012	
December 2012	D2.1 - Report on the SWOT analysis and the outcomes of the Survey
January 2013	
February 2013	
March 2013	IATA Symposium

<b>Month</b>	<b>Dissemination activity (including deliverables, conferences, workshops, journals, etc.)</b>
April 2013	Common workshop with Air.Baltic.Cargo.Net project
May 2013	ATOS Conference (exact date is unknown)
June 2013	D3.2 - Technology roadmap 2013 ATRS World Conference
July 2013	D3.3 - Recommendation for the EU
August 2013	
September 2013	Final workshop

### 3 Exploitation Plan

#### 3.1 Introduction

The main aim of the project is to develop a roadmap that will identify current and planned research and missing technology elements to enable a new generation of air cargo aircraft to be realised.

#### 3.2 Exploitation of project results

The roadmap prepared by the project partners will be proposed to the European Commission, the private industry, Member States and networking organizations like ACARE so that they can select research and technology topics for future cargo aircraft RTD projects and prioritize funding.

The Delivery of **Technology Roadmap** will help the European Commission to formulate calls for research proposals. The recommendations will especially relevant for FP8 and future versions of the Strategic Research and Innovation Agenda of ACARE.

The presentation of the Roadmap will take place on the final workshop in Brussels (M24)

#### 3.3 Exploitation of results by project partners

The partners will use the results of the CargoMap project in their future activities in different ways.

Partner	Knowledge Result	Use and Further Research	Exploitation Benefit
SLOT	Air cargo transportation	Basic for further researches.	Strengthen the research capacity on the field of air cargo business.
DLR	Air cargo research and forecasting	Input for further development of DLR-AirCargo-Forecast-Model	Transfer of know-how related to future aviation research projects
Grup	Future air cargo scenarios	Input for further research and consultancy at a national and European level	Improve the know-how and efficiency of air cargo system stakeholders
ADC	Air cargo transportation	To stimulate networking amongst stakeholders in the air cargo business and will develop future concepts for inter modal transport.	Input for the NEARS project to write the SRA3.
TuoD	Interaction between airports, airlines, aircraft and air traffic from a demand and supply perspective	Further development of a value operations methodology to optimize air cargo demand and supply	Share research results with government and industries for development of innovative processes regarding seamless flow of air cargo goods
CIRA	Future air cargo scenarios	Definition of new RTD programmes/projects	The results of the project will be used to define R&TD

Partner	Knowledge Result	Use and Further Research	Exploitation Benefit
		identifying specific market needs within future scenarios	projects harmonized to European agendas and research policy
ILOT	Air Cargo in Small Aircraft Segment	Exploring possibility and creating European Small Air Transport System	Defining requirements for air cargo missions for small aircraft segment in Europe

### 3.4 Management of intellectual property

In support of the exploitation and dissemination policies, no additional restraints beyond the standard terms of the contract with the European Commission are implemented. The standard rules in the EC contract will be implemented without restriction.

Intellectual property rights (IPR) will be governed by the Consortium Agreement (CA) that was signed by the members of the consortium upon award of a contract by the European Commission. The principal mechanisms that this agreement will incorporate are as follows:

- The CargoMap project will draw on pre-existing knowledge and know-how contributed by the partners (Back-ground Intellectual Property – BIP). In general, all of the intellectual property rights, documentation and source code related to the partners' pre-existing knowledge and know-how will remain the property of the partner who owns them and will only be used for which access rights have been granted.
- The allocation of property and rights of use of the knowledge and know-how developed jointly by the partners during the course of the project (Foreground IP – FIP) will have to be made available to all partners in the project under the conditions outlined in the Consortium Agreement.

To avoid compromising other forms of intellectual property protection, the CA specifies that all publications, press releases and other forms of dissemination material will have to be screened for information that could compromise the IP-protection process and sanctioned by the Project Co-ordinator and dissemination manager. Potential IP will be identified through the work package leaders in their four-monthly reports.